

Minutes of the Communications workgroup (aka COTS-COMM)

July 11, 2000

NOTE: The next meeting, August 22nd from 10am to noon will **not** be a teleconference. The meeting will be hosted by Gerry Pacyna in SCC's 8th floor conference room at 13th & Main Sts. in Richmond.

July 11th we teleconferenced from two sites:

Attendees in Richmond at SCC: Steve Kelliher (Department of Transportation), Gerry Pacyna (State Corporation Commission), Erin Linton-Wright (VIPNet), Jerry Simonoff (Department of Technology Planning), Sandy German (UVa), Andy Poarch (SoTech), Jim Peters (Employment Commission), Vice Chair: Anne Atkins (Division of Motor Vehicles)

Attendees in Fairfax: Chair: Joy Hughes (GMU), Angela Smith (ACS)

1. Angela Smith, our corporate representative, announced that IntelliSource has been acquired by ACS. ACS is a much bigger company and Angela expects it to be even more supportive of COTS and its projects.
2. Media Relations: Andy reported that Caroline Boyd is willing to be the first point of contact for media requests (including civic presentations, reporters, articles, etc.). She will contact COTS members who have agreed to provide support in these areas when their help is needed. Joy will enlist workgroup members to help get more COTS members in the Media database.
3. Message: The group agreed that the workgroup needs to help sell the benefits of e-government and COTS role as a standard setter and facilitator for state and local. This dual message needs to be embedded in the p.r. work that we do. We also need to ensure that legislators understand that the individual COTS initiatives are not stand-alone. Each is necessary, but no one initiative is sufficient to achieve the e-government goal.
4. COVITS: Sandy German suggested and the group agreed that the handouts should be subject organized. The COVITS subgroup will create a template for workgroups that Joy will distribute at the COTS meeting on 7/20. The template will ask for a description of the project and the person to be contacted for more information. These subject/project descriptions will be handouts at COVITS. There will also be a COTS handout with data such as history, mission, membership, and procedures to get involved. Angela volunteered to ask ACS for display panels. Jerry Simonoff volunteered to produce the Velcro enabled content. Andy will distribute a sign-up sheet for COTS members on July 20th asking for volunteers to man the booth.
5. Communications within Agencies: Members felt that we may be ready to provide content for internal newsletters, but not as ready to support internal presentations. The handouts to be prepared for COVITS should be useful for internal newsletter editors, particularly if accompanied

by a note saying which members of that agency are involved with COTS. (The handouts can also be used with the press.) Sandy German reported that UVa.'s internal IT newsletter will be entirely dedicated to COTS in October. The group agreed that we should get on the COTS agenda in November to share this project as well as others where COTS members featured COTS in internal newsletters, web pages, etc.